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WORD-right Copywriting News

Dear Reader,

February starts, not only with snow, but also with the launch of the NEW WORD-right website. Developing the site has taken several weeks of hard work (in-between doing our proper copywriting work!), but needless to say we're delighted with the results. Visit www.word-right.co.uk now to see the whole new look!



Exclusive Audio Copywriting Seminars

Want to know more about writing great copy? Ever wondered about the copywriting tricks of the trade? Well now you can find out for yourself with WORD-right's brand new FREE online Copywriting Seminars. The recordings last for around 15 minutes, and each month we'll be posting a link in this newsletter to the next seminar in the series. **Read more below.**

The WORD-right Blog

"This blogging lark is great fun" says Joy. When we have to be very disciplined about our writing, 'free-fall' blogging is exciting! Business Blogs can help promote your business, driving traffic to your website and increasing your online exposure. [Check out the WORD-right Blog here.](#)

'Snow' Help to Small Businesses!

Has the weather caused you problems? Certainly it has had a significant effect on businesses in Oxfordshire, with staff being unable to get to work, and considerable loss in revenue. Not good news in the economic climate!

It did result in one very unusual enquiry for the WORD-right team though ... one caller wanted to know if we sold sledges? Clearly a gap in the market or niche we had never even considered!



Let's hope the snow, however beautiful, soon drifts away and business can return to normal. In the meantime, Megan (the WORD-right Director of Security) is loving every minute of it.



Hints and Tips - Exclusive Copywriting Audio Seminars

Instead of directing you to a page of copywriting hints and tips, this month sees the launch of WORD-right's new Copywriting Audio Seminars. These recordings, each around 15 minutes long, will build into a comprehensive library of copywriting tips.

The first seminar in the series is called '*More Than Just Words*'.

To tune in, simply sign up on the WORD-right website.

Before you do, we suggest you arm yourself with a cup of coffee and a pen and paper (in case you want to make some notes), then put your feet up and relax.

Each month, we'll be giving you the link to the next audio seminar in this newsletter. Don't forget to watch out for them and you might want to keep the link in a safe place. Because these seminars are exclusively for people receiving the WORD-right newsletter, you can't navigate to the recordings without the link.

If you think these FREE audio seminars would help anyone you know, why not suggest they [sign-up](#) to receive them too?

Good Ideas – A Virtual PA



This month's good idea is a Virtual PA! Employing staff is expensive at the best of times with all the associated costs. It is an expense often out of the reach of a small business, particularly at the moment.

Having a virtual PA can solve the problems because you only pay for the time you need ... and we've found the very one! Your Surrey PA is a new business set up by Eileen Debenham. Although based near Croydon, Eileen can work remotely for companies anywhere in the world.

With a dazzling array of services, Your Surrey PA is going places. What's more, WORD-right was one of her first clients. As a very experienced proof reader, Eileen (Eagle-Eyes) Debenham was the ideal person to proof read our new website copy ... all 30 odd pages of it.

Want to know more about Your Surrey PA? [Follow the link for more information.](#)

Client of the Month - Lynq Ltd



This month's Client of the Month award goes to Lynq Ltd, based in Fareham near Portsmouth. Lynq is a software house which specialises in manufacturing and distribution accounting software. WORD-right has been providing Lynq with a virtual marketing service since last summer.

It is an exciting time for Lynq as they prepare to visit Nashville, Tennessee, for '[Engage](#)', the Exact User Conference. Lynq is expected to steal the show with the recent release of its new software

packages: Visual Planner and HyperLynq. If you know anyone in manufacturing or distribution who uses an Exact Macola system, direct them to Lynq's website (www.lynq.co.uk). These applications will have an immediate impact on their business and help them reduce their costs from day one.

Services - Website Copywriting

With the advent of the new WORD-right website, this month's information is about website copywriting.

Whether you are investing in a new site, or updating an existing site, copywriting for your website is all-important. Your website is a significant investment ... [read more](#).



Finally ... WORD-right is now LinkedIn. If you have already LinkedIn and would like to join our network, we'd love to hear from you.

If you're not already LinkedIn, check out the website: a business networking site which will increase your exposure and give you some great opportunities.

And, if you're based in the Oxfordshire area, [Mary Thomas](#) (a LinkedIn expert) will be talking about how to make the most of the opportunity at FBBC ([Faringdon Business Breakfast Club](#)) on Monday 6th April.

Kind regards

Joy and David McCarthy

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